



For Immediate Release

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## Mitchell 1 Adds Exclusive Google ReScore Feature to SocialCRM Shop Marketing Service

**SAN DIEGO, Calif. – Aug. 8, 2022** – Mitchell 1 has added an exclusive new Google ReScore® feature to its SocialCRM LocalSearch program that gives automotive repair shops a way to effectively handle bad reviews while building customer trust and loyalty. ReScore empowers shop owners to transform those not-so-great reviews into positive customer experiences.

“Managing bad Google reviews is not about simply deleting the review; that doesn’t help anyone,” said Marcus Mackell, SocialCRM market manager, Mitchell 1. “It’s about recognizing the customer’s concern, resolving it and having the customer share that resolved experience with everyone. The Mitchell 1 SocialCRM shop marketing service can help mitigate those bad review concerns.”

Using the [SureCritic™](#) review service, shops can now easily link to their Google My Business page to create a seamless connection for managing their Google reviews directly through their SureCritic dashboard. Shop owners are able to respond to every Google review. If they get a bad one, they can send a ReScore request directly to the customer, asking them for an updated review. Once the updated review is received, the new review will replace the bad review online.

“Auto repair shops that want to grow their business need to prioritize their online reviews. They can either sink with negative feedback or they can leverage positive customer reviews to acquire new customers and retain existing ones,” said Mackell. “Online reviews not only help set the tone for a shop’s overall reputation, but they also affect the business revenue and search engine optimization (SEO). With exceptional SEO, shops can increase their visibility and outrank their competitors on search results.”

With the new Google ReScore feature, shops will benefit from the positive customer experience and higher Google rating. Plus, every customer that views the shop’s Google Business Profile only sees the updated positive review.

SocialCRM marketing services automate auto repair shop marketing, reputation management, social media and customer communication efforts to help retain existing customers and acquire new ones. Services include state-of-the-art shop marketing tools including targeted promotions, mobile-friendly email campaigns, verified customer reviews, professional website development, internet search optimization, social media marketing services and Google Ad campaigns. Customers are assigned a SocialCRM support agent dedicated to making sure their shop gets maximum results. For more information, visit [www.mitchell1.com/socialcrm](http://www.mitchell1.com/socialcrm).

For more information about Mitchell 1, visit [www.mitchell1.com](http://www.mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://www.mitchellrep.com).

**About Mitchell 1:**

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom-line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at [mitchell1.com](http://mitchell1.com). Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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